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2049032898ANote for Raporte, Jim

From: Cashion, Ward
 Date: Tue, Dec 1, 1992 3:02 PM
 Subject: Bristol - New Orleans
 To: Raporte, Jim
 Cc: de Simone, Lauren; Region3; Sulaiman, Leyla
 File(s): Bristol Section 32; Bristol Workup 11/31

For you use.

FAX TO
 MIKE MAHAN
 + BOB MULAY
 AT CONFERENCE
 cc: WAARD
 CASHION

13/2

Bob + Mike -

Further to our conversation the other day on our '93 P/V strategy, Ward has written this summary of the rationale and proposed action plan to continue Bristol support in the New Orleans/Lake Charles District. Please give this your full consideration for discussions w/ senior management this week.

A few points:

- He is not suggesting that we give less attention to Cambridge, but that we maintain the heat on Bristol in this ~~very~~ very targeted area among targeted accounts. The additional part-timers would accomplish this and, as discussed, the manpower could be sourced from ~~the~~ the proposed incremental ~~part-timers~~ part-timers from Region 3 total. I'll discuss it with Charlie.
- He has provided specific recommendations with respect to an action plan as food for thought ~~first~~ This is obviously open for discussion. We could even position this as a test since the results would be very measurable.
- The downside to ~~removing support is~~ significant (we walk away from ~~3~~ of the District's P/V volume) going the cost of maintaining support is not high. Frankly, I'd like to see how high we can push Bristol here rather than just maintaining support. - Jim R.

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